

**MIDWESTERN BROADCASTING COMPANY
WTCM RADIO, INC., WCCW RADIO, INC., WBCM RADIO, INC., AND WKJF RADIO, INC.
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
JUNE 1, 2020**

This is the report required by Section 73.2080(c)(6) of the Rules of the Federal Communications Commission for broadcast station employment units with five or more full-time employees. It is to be included in our public file on or before the anniversary of our renewal of license application, which is June 1 of each year. Our “employment unit” consists of WTCM (AM), WTCM-FM, WCCW (AM), WCCW-FM, Traverse City, and WJZQ-FM, Cadillac, WBCM-FM Boyne City, and WKLT-FM, Kalkaska (All in Michigan).

PERIOD COVERED: **June 1, 2019 through May 31, 2020**

I. LIST OF FULL-TIME JOB VACANCIES FILLED BY OUR EMPLOYMENT UNIT DURING THE PERIOD (BY JOB TITLE):

Traffic/Billing Director – WCCW A/F and WJZQ

II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING JOB CATEGORIES:

A list of sources to which notices are sent is attached. Midwestern Broadcasting Company publicizes full time openings through Broadcast Compliance Services.

III. RECRUITMENT SOURCE WHICH REFERRED EACH OF THE HIREES FOR THE VACANCIES LISTED ABOVE:

Intra-Company Job Posting

IV. DATA REFLECTING THE TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD COVERED BY THIS REPORT, AND THE TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE UTILIZED IN CONNECTION WITH SUCH VACANCIES:

Intra-Company Job Posting – 3 applicants
Radio Station Website Job Posting – 1 applicant

DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT:

➤ *Job Fair(s) –*

“JobFest” – Park Place Convention Ctr. (sponsored by MWB and TV9&10)

October 8, 2019 10:00 am to 6:00 pm

Midwestern Broadcasting, jointly with TV 9&10 (Cadillac, MI), hosted a job fair at the Park Place Convention Center, intended to attract prospective job seekers from around Northern Michigan, and to connect them with job suppliers in need. Over 400 people were in attendance for the event that had concentrations in the Skilled Trades and Tourism industries. Tammie Altshuler, Human Resources/Payroll director, along with Chris Davis, Marketing Director, conversed with attendees interested in future employment and also potential internships. Some attendees left resumes and were told the resumes would be kept on file in the event that a position opens up in the future.

➤ *Speaking engagement(s) –*

Youth Forum-Hotel Indigo Traverse City

September 24, 2019

Christal Frost, WTCM News/Talk 580 radio personality, was invited to speak at this two-day event, in which professionals from around the State gathered to speak to the challenges facing youth, as well as the opportunities. Specifically, Christal spoke about the radio industry, its challenges, and its growing relevance in the modern era.

TC Rotary Noon Club

January 7, 2020

Ron Jolly, WTCM News/Talk 580 Morning Show Host, was the lunch-time speaker to a group of over 100 area business and civic leaders. Ron spoke about the history of radio, in general, and WTCM in particular. Ron spoke also to the “business side” of radio, and the opportunities that exist to people who may be interested in pursuing broadcasting as full-time, or even part-time, career.

- ***Participation in scholarship programs*** – Ross Biederman, President of Midwestern Broadcasting Company is a member of the Board of Directors of the Michigan Association of Broadcaster’s (MAB) Foundation. The MAB Foundation is a 501c3 Foundation organization which conducts numerous educational activities, including providing scholarships. Mr. Biederman was also a major financial contributor to the formation of the Foundation. Mr. Biederman started the “Biederman-Leicinger” Scholarship endowment (maintained by the MAB Foundation), designed to award annual scholarships to college students pursuing the field of Broadcast/Journalism.
- ***Midwestern Broadcasting Summer Internship*** – A summer internship program has regularly been conducted at one or more of the Midwestern Broadcasting Company stations. Students are placed in area of interest and in most cases earn education credits for their experience. A number of them have gone on to be hired by various media outlets. One is currently a full time employee at WTCM A/F.

- ***Educational Tours of the radio stations*** – Midwestern Broadcasting conducts regular educational group tours of the radio station facilities and studios. Groups range in age from elementary school through adults. In October, a student from TBA-ISD Career Tech Center “shadowed” Christal Frost (WTCM-AM morning personality) so as to learn about the intricacies and day-to-day operations of a radio station. He followed up with his teacher to say that the experience was “very rewarding” and that he looks forward to pursuing the prospect of working in radio broadcasting further.
- ***Training of Management level personnel – May 25, 2012*** – John Dew, EEO Coordinator for Midwestern Broadcasting Company issued a complete review of EEO Policies and FCC Regulations to all Department Heads and HR Personnel.
- ***Review of EEO Files and Records*** – In the fall of 2010, an FCC Review was made. It included inspection of the public files and of the EEO program information and records, and a written report to the Commission. The company had no problems or issues.

MAB and Broadcast Compliance Services Job Posting Mailing list is partially listed below (full list is available online at www.bcs-ok.com)

Broadcast & Cinematic Arts
Central Michigan University
340 Moore Hall
Mt. Pleasant, MI 48859

Alpena Community College
Att: Frank McCourt
666 Johnson Street
Alpena, MI 49707

Davenport College
Placement & Career Development
415 E. Fulton
Grand Rapids, MI 49503

Central Michigan University
Career Services
101 Faust Hall
Mt. Pleasant, MI 48859

Northwood Institute
Career Assistance
3225 Cook Road
Midland, MI 48640

Oakland Community College
Att: Alicia Jackson
739 Washington
Royal Oak, MI 48067

Lake Michigan College
WXSJ FM
2755 E. Napier Avenue
Benton Harbor, MI 49022-1881

Kalamazoo Valley Community College
Placement Office
6767 West O Avenue
Kalamazoo, MI 49009

University of Detroit – Mercy
Career Development
4001 W. McNichols Road
Detroit, MI 48221

Muskegon Community College
Att: Job Placement enter
221 S. Quarterline Rd
Muskegon, MI 49442

NW Michigan College
1701 E. Front Street
Traverse City, MI 49686

Spring Arbor College
WSAE-WKTG
106 E. Main Street
Spring Arbor, MI 49283

University of Michigan
Career Services
3200 Student Activities Bldg.
Ann Arbor, MI 48109

Specs Howard School of Broadcast
Career Services

Also:

MAB Job Bank
Michigan Works Job Bank
BEDA National Job Bank
Western Michigan Job Bank
Radio Station website
AllAboutCountry.com